

In view of the health context linked to the spread of the coronavirus, the methods of organisation and evaluation of the learning units could be adapted in different situations; these possible new methods have been - or will be - communicated by the teachers to the students.

5 credits	30.0 h	Q1
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Teacher(s)	Gailly Benoît ;
Language :	English
Place of the course	Louvain-la-Neuve
Main themes	The design and implementation of strategic innovation management processes within multinational firms.
Aims	<p>Having regard to the LO of the programme X, this activity contributes to the development and acquisition of the following LO:</p> <ul style="list-style-type: none"> • 1. Corporate citizenship 1.1. 'Demonstrate independent reasoning, look critically ' 1.2. Decide and act by incorporating ethical and humanistic values , ' 1.3. Decide and act responsibly ' 2. Knowledge and reasoning 2.1. Master the core knowledge of each area of management. 2.2. Master highly specific knowledge ' 2.3. Articulate the acquired knowledge from different areas 2.4. Activate and apply the acquired knowledge ' 3. A scientific and systematist approach 3.1. Conduct a clear, structured, analytical reasoning ' 3.2. Collect, select and analyze relevant information ' 3.3. Consider problems using a systemic and holistic approach ' 3.4. Perceptively synthesize 'demonstrating a certain conceptual distance ' 4. Innovation and entrepreneurship 4.1. Identify new opportunities, propose creative and useful ideas ' 4.2. Initiate, develop and implement ideas around a new product, service, process ' 4.3. ' collaborate and actively drive forward collective ac- tions for change' 5. Work effectively in an international and multicultural environment 5.1. Understand the inner workings of an organization ' 5.2. Position ... the functioning of an organization, in its ...socio-economic dimensions' 6. Teamwork and leadership 6.1. Work in a team... 7. Project management 7.2. Organize, manage and control the process, ' 8. Communication and interpersonal skills 8.1. Express a clear and structured message' 9. Personal and professional development 9.1. Independent self-starter ' 1 <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> • - By the end of the class, students should master the main concepts underlying the development of innovation management as a core competitive advantage of a firm- By the end of the class, students should master the key aspects of the case for strategic innovation for firms- By the end of the class, students should master the main concepts related to innovative strategies- By the end of the class, students should master the main concepts related to innovative and nimble organizations- By the end of the class, students should master the main concepts related to the internal and external sources of innovation for a firm <p>----- The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</p>

<p>Evaluation methods</p>	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Continuous evaluation (50%)</p> <ul style="list-style-type: none"> • Date: <i>Week 2-5</i> • Type of evaluation: <i>Group readings and presentations</i> • Comments: <p>Evaluation week (in November - 50%)</p> <ul style="list-style-type: none"> • Oral: 3 students/hour • Written: - • Unavailability or comments: schedule managed by teacher <p>Examination session</p> <ul style="list-style-type: none"> • Oral: - • Written: - • Unavailability or comments: <p>Students who fail the November exam can have a second chance in September (oral exam or written work if student is abroad)</p>
<p>Teaching methods</p>	<p>Due to the COVID-19 crisis, the information in this section is particularly likely to change.</p> <p>Methods In-class activities - Lectures - Interactive seminar - Micro-teaching (partly presented by students) At home activities - Students presentation</p>
<p>Content</p>	<p>The objective of this class is to introduce the main concepts, models and issues of innovation-based strategy design and execution, in particular regarding global corporate strategies, competitive advantage and value creation. We also address some key strategic issues related to global business strategy and capabilities. Finally, we also introduce students to the challenges of consensus-based decision-making in uncertain and ambiguous environments</p> <p>1. Designing the right strategy The case for innovation-based strategies Innovation as a business Innovation as a strategic issue</p> <p>2. Executing the right strategy – better than others Innovation-based strategies Drivers of innovation strategies</p>
<p>Inline resources</p>	<p>Navigating Innovation App on iOS and Android www.NavigatingInnovation.org www.Zinnovants.eu Class presentations available on Moodle</p>
<p>Bibliography</p>	<p>Reference book : Navigating Innovation (Palgrave, 2018)</p> <p>Recommended reading :</p> <p>Tidd J., Bessant D. (2018) <u>Managing Innovation: Integrating Technological, Market and Organizational Change</u>. 6th Edition, Wiley</p> <ul style="list-style-type: none"> •Berkun, S (2007) <u>The myths of innovation</u>, O'Reilly •Schilling M.A. (2006) <u>Strategic Management of Technological Innovation</u> (2d ed.) McGraw-Hill •Mazzucato, M. (2013) <u>The Entrepreneurial State</u>, Anthem Press •Robertson, D. (2014) <u>Brick by brick: How Lego rewrote the rules of innovation</u>, RH
<p>Other infos</p>	<p>Skills : presentation skills - team work - problem solving - decision making - critical thinking</p>
<p>Faculty or entity in charge</p>	<p>CLSM</p>